

County Snapshot

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Santa Barbara County is located on California's south central coast. The county is bordered on the north by San Luis Obispo County, on the east by Ventura County, and on the south and west by 107 miles of Pacific Ocean coastline.

With a projected population of 552,800 by 2020, Santa Barbara County is expected to experience a steady increase in population over the next twenty years. The addition of new residents will add approximately 140,800 or 34 percent to the current population.

The 1999 annual average statistics show the civilian labor force for the county to be 199,400, with an unemployment rate of 3.9 percent. This is significantly lower than the state's unemployment rate of 5.2 percent.

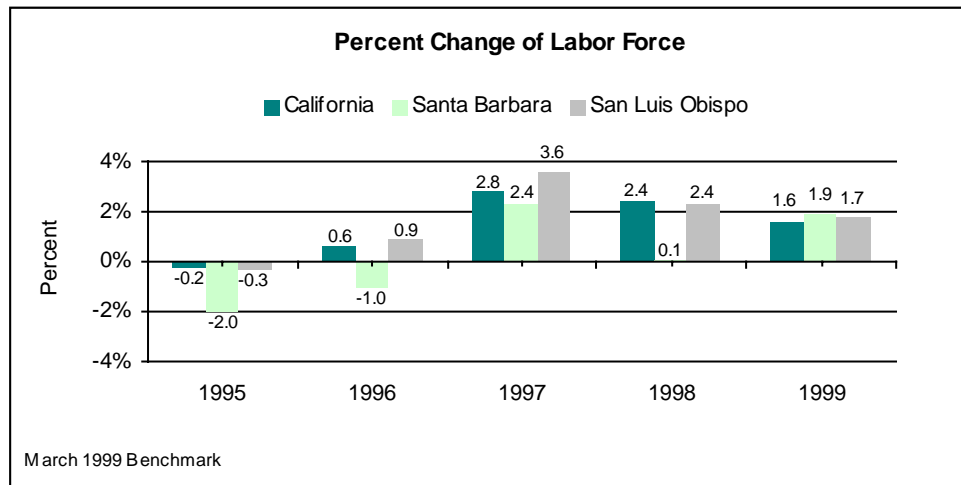
Services is the largest industry in the county, accounting for 28.5 percent of total employment. Other important industry sectors are retail trade at 19.1 percent and government at 18.5 percent.

Services is also the fastest growing industry with a projected growth rate of 11.4 percent. Government at 8.1 percent and retail trade at 7.6 percent are also expected to grow rapidly during the forecast period.

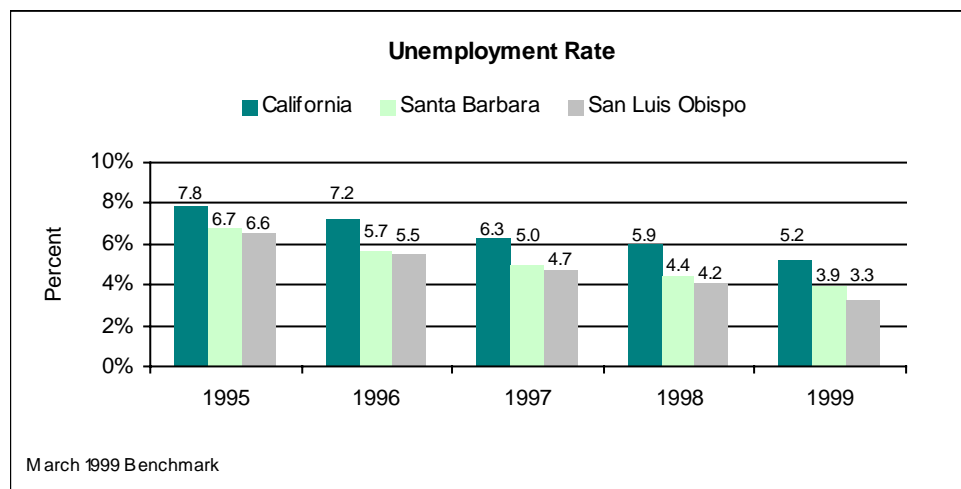
Labor market conditions in Santa Barbara County, also known as the Santa Barbara-Santa Maria-Lompoc Metropolitan Statistical Area, have been steadily improving over the last five years. The county continues to record job growth and declining unemployment rates.

LABOR FORCE

Santa Barbara County's civilian labor force rebounded in 1997 with 2.4 percent growth. From 1995 to 1999, Santa Barbara's labor force increased by 3.3 percent. Sustained labor force gains were also recorded in neighboring San Luis Obispo County, which had the greatest increase in 1997 with 3.6 percent

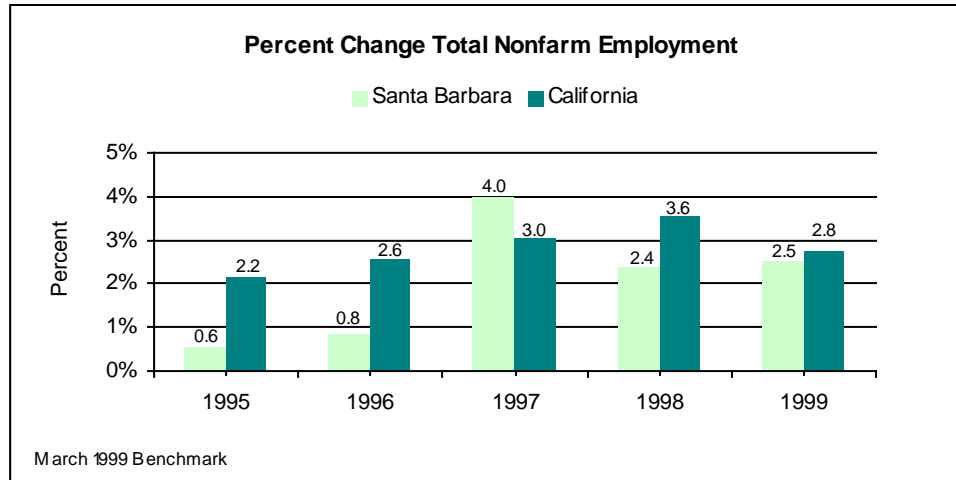


Since 1995, unemployment rates for Santa Barbara and San Luis Obispo counties have been consistently lower than the rate for the state. The annual average unemployment rate for Santa Barbara County dropped by 2.8 percentage points, from a high of 6.7 percent in 1995 to 3.9 percent in 1999.

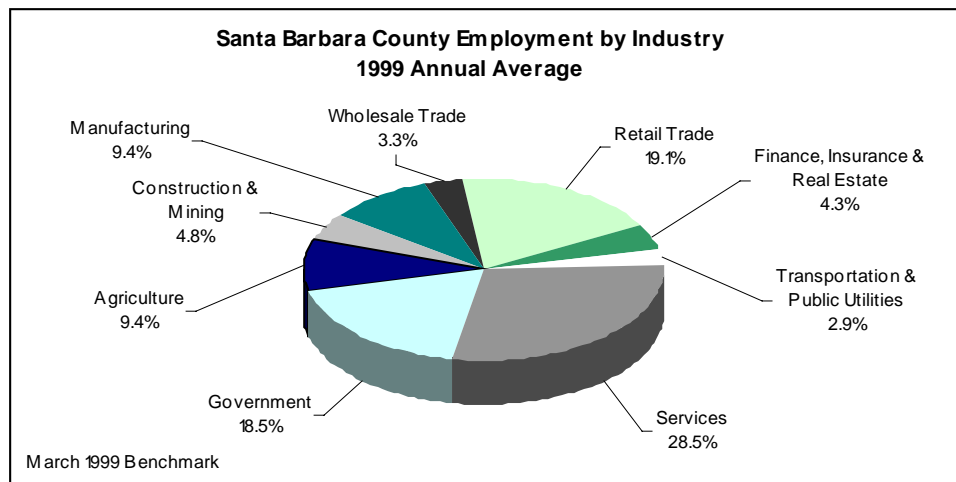


INDUSTRY EMPLOYMENT

Santa Barbara County nonagricultural wage and salary employment has shown strong growth since 1995, peaking in 1997 with 4.0 percent. From 1995 to 1999, payroll employment grew by 14,500 jobs or 10 percent.



In 1999, Santa Barbara County employment was dominated by services, retail trade, and government. It is expected that the greatest future, nonagricultural, job growth will be in the same three industry sectors.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Santa Barbara County is projected to have more employment opportunities in these high turnover occupations.

Associated Occupations	SERVICES 1997 – 2004 Projected Growth 11.4%
	Systems Analysts, Electronic Data Processor – 270 job openings. Analyze business, scientific, and technical problems for application to electronic data processing systems. Bachelor's Degree. Median Hourly Wage - \$27.13
	Registered Nurses – 210 job openings. Provide direct bedside care and assist physicians with examinations, chart the conditions of patients, give medication, and administer treatment as ordered by the doctor. May supervise auxiliary nursing personnel. Associate Degree. Median Hourly Wage - \$22.73
	Maintenance Repairers, General Utility – 170 job openings. Perform work involving two or more maintenance skills to keep the machines, mechanical equipment, and/or structure of an establishment in repair. Long-term on-the-job training. Median Hourly Wage - \$10.94
	First-Line Supervisor / Manager, Clerical ADM SUP – 160 job openings. Directly supervise and coordinate activities of clerical and administrative support workers. Managers / Supervisors are generally found in smaller establishments where they perform both supervisory and management functions. Work Experience. Median Hourly Wage - \$14.69
	Instructors And Coaches, Sports And Physical Training – 140 job openings. Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. Moderate-term on-the-job training. Median Hourly Wage - \$12.74
Associated Occupations	GOVERNMENT 1997 – 2004 Projected Growth 8.1%
	Postal Mail Carriers – 60 job openings. Sort mail for delivery. Deliver mail on established route by vehicle or on foot. Short-term on-the-job training. Median Hourly Wage – \$17.03
	General Office Clerks – 40 job openings. Performs a wide variety of tasks. Clerical duties may be assigned in accordance with the office procedures of the individual establishments and may include a combination of bookkeeping, typing, stenography, office machine operation, and filing. Short-term on-the-job training. Median Hourly Wage - \$9.60
	Corrections Officers and Jailers – 40 job openings. Guard inmates in penal or rehabilitative institutions in accordance with established regulations and procedures. May guard prisoners in transit. Long-term on-the-job training. Median Hourly Wage - \$20.01
	Water Treatment Plant Operators – 30 job openings. Operate or control an entire process or system of machines, often through the use of panelboards, control boards, or semi-automatic equipment, to transfer or treat water and/or liquid waste. Long-term on-the-job training. Median Hourly Wage - \$18.65
	Registered Nurses – 20 job openings. Provide direct bedside care and assist physicians with examinations, chart the conditions of patients, give medication, and administer treatment as ordered by the doctor. May supervise auxiliary nursing personnel. Associate Degree. Median Hourly Wage - \$22.73
Associated Occupations	RETAIL TRADE 1997 – 2004 Projected Growth 7.6%
	Salespersons, Retail – 640 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.66
	Cashiers – 440 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$7.11
	Food Preparation Workers – 180 job openings. Keep kitchen work areas clean and orderly, keep restaurant equipment and utensils clean, move supplies and wash dishes, trays, pots and pans used in cooking and serving. Short-term on-the-job training. Median Hourly Wage - \$6.49
	First-Line Supervisor / Manager Sales – 130 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$15.21
	Cooks Specialty Fast Food – 110 job openings. Make simple, fast-cooking meals and snacks. Short-term on-the-job training. Median Hourly Wage - \$6.18

This **County Snapshot** is a product of:
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Labor Market Information Division
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